

SPEAKER BIOGRAPHY

Michael Frans

President

IAV Engineering Inc and IAV Automotive Engineering de México



Michael Frans

President, IAV Engineering Inc.

Michael Frans is a senior automotive and mobility executive with deep expertise in engineering services, software-defined vehicles (SDV), and the industrialization of next-generation mobility solutions. As President of IAV Engineering Inc. in North America, he leads strategic growth, customer partnerships, and the delivery of advanced engineering solutions across OEMs and Tier 1 suppliers.

With a career spanning powertrain development, vehicle engineering, and digital transformation, Michael has built a reputation for bridging the gap between innovation and production. His leadership focuses on helping organizations move from concept to scalable, production-ready solutions—ensuring that emerging technologies such as electrification, ADAS, and software-defined architectures deliver real business value.

Prior to his current role, Michael held senior commercial leadership positions in the automotive and technology sectors, where he was responsible for driving revenue growth, building high-performing teams, and establishing long-term strategic partnerships across North America and globally.

Michael holds a Masters in Business Administration, an Honors degree in Economics and Policy from the University of Cape Town and is an Executive Leadership Program graduate from the Gordon Institute of Business Science.

A recognized industry voice, Michael frequently speaks on topics including engineering excellence, validation and industrial readiness, and the evolving role of AI and data in automotive development. He brings a pragmatic, execution-focused perspective to the challenges facing the industry—particularly the need to accelerate time-to-market while maintaining quality, safety, and cost competitiveness.

At the **AIAG North American Catena-X Conference** Michael will share valuable insights on data spaces and how IAV is leveraging this technology within its own projects to enable secure, scalable data exchange across the automotive ecosystem—accelerating collaboration, improving development efficiency, and supporting the transition from innovation to production in a software-defined world.